

Mkutano wa wanawake ulimwengu

Daigdigang Pulong
Kababaihan

अन्तराष्ट्रीय
महिलामण्डल

*global women's forum
coordinator's handbook*

المؤتمر العالمي للنساء
لخدمة الإنسان

Weltfrauen Treffen

! Foro de las Mujeres Globales!

世界婦女座談會

"...to see themselves as the equals of other human beings without distinctions of class or sex or race or nationhood is one of the driving forces of our day."

Barbara Ward

global women's forum

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global women's forum

AN OVERVIEW

1977-78	EUROPE	AFRICA	INDIA	SEAPAC		LATIN AMERICA
				NEA	SEA	
Quarter II	1	1	2	1	1	1
" III	1	-	2	1	1	-
" IV	-	1	-	-	-	1

During the year of 1977-1978 the above treks are planned globally. In North America a demonstration forum is planned for each ICA location from September through December, followed by a minimum of two forums per quarter from January through June.

To enable the forums to happen, a series of tools have been designed and are included in the handbook for your use.

1. **Presentation Book:** Four page model which shows how to compile a presentation book which will aid in setting the stage for talking about Global Women's Forum.
2. **Letters:** Four letters of appreciation and endorsement from various parts of the world.
3. **Newspaper Articles:** Sample of publicity received during the spring treks of 1977.
4. **Marketing Strategies:** Women's groups that may be key for setting up a Global Women's Forum.
5. **Daily Appointments:** To enable easy tracking of appointments with comments and the next steps needed.
6. **Budget:** A statement and guidelines to insure a self-supporting program.
7. **Checklist:** Prose about the day to allow you to envision the actual set-up and a simple checklist in three parts to enable the easy sequence of the day and follow-up.
8. **Registration:** Suggested styles that have proved helpful to other forums for possible registration and invitation forms.
9. **Follow-up Forms:** To ensure that the ICA office in your location and Chicago Nexus have complete records of each forum.

global women's forum

PURPOSE

Our time is an extraordinary moment of history. This is a time between the memory of past images and the expectations of the future. Most people today, men as well as women, believe that the most profound historical happening of our time is the women's revolution. The scope of it is so far reaching that women in every nation and circumstance, no matter how unaware, are experiencing its profound effect. The sobering issue that faces the women's revolution is the same that lies at the root of all current world development. The tragedy is that 85% of the world's population live in an entirely different universe than the remaining 15% who control the health, education, technical know-how, resources, monies, means of production, and the general essentials for the good life. This means that of the four billion people in the world, 3.4 billion are suffering severe deprivation. Some 1.7 billion of these in dire need are at the level of what is meant by the "poorest of the poor". Around 900,000,000 are female who live in the worst of all circumstances, perhaps the most abused humans on earth. Many women today are seeking a way to effectively bring depth awareness and practical methods for new possibilities to these millions of oppressed local women. The Global Women's Forum is aimed first at awakening participants to new images of what it means to be a woman in the post-modern world, and then at enabling effective engagement in their own communities toward shaping the future of civilization.

The Global Women's Forum began with a research phase from 1965 to 1975. Then, in conjunction with the United Nations' International Decade for Women, the initiation phase began in the fall of 1975. The first program was held in Houston, Texas, with forty-five women in attendance. From then until the end of 1976, the Forum was held in eight cities in the United States, seven in Europe, two in Southeast Asia, and three villages in the Marshall Islands. Based on the reception in these places, January to June, 1977, was chosen as a time to demonstrate to a larger population the effectiveness of this program. By June, 1977, sixty-three forums had been held in a total of fourteen nations. In 1977 alone, twelve of these forums were held in villages with 829 women attending and thirty-one were held in urban areas with 939 present, totaling 1,768 women. As the program is accelerated, the projection is that GWF will have influenced 1% of the two billion women in the world, or 20,000,000 urban and village women by 1985.

"Action brings with it its own courage, it's own energy,
a growth of self-confidence that can be acquired in no other way."

Eleanor Roosevelt

global women's forum

THE RECRUITMENT FITCH			
Introduction	Global Women's Forum		Request & Dialogue
ICA Story	What	Who	
	Where	Way	

Stories From The Spring Traks

In the Spring of 1977, four traks traveled through four continents to awaken women to the global task, holding forty forums in cities and villages. There were seven Global Women's Forums in Europe, twelve in India, nine in Southeast Asia, and twelve in Northeast Asia, with a total of 1,768 women in attendance.

After these Spring traks, reports began to trickle back to the Global Women's Forum Boat at Chicago Nexus about the excitement among women that was generated by these Forums. These stories confirmed that, given the opportunity, women the world over are ready to move responsibly towards dealing with the needs of our times.

In Europe, The International Herald Tribune printed an article following the Forum in Paris, describing the day and some of the women's responses. Women from all over began calling for more information about Global Women's Forum and asking if there would be another one that they could participate in. A woman, from a village in India, experienced such a shift in her self-image that she proclaimed her vocation to be that of insuring that all people of the world have a chance to participate in determining the future. She is now a visible sign in Maliwada of the impact of Global Women's Forum.

It was an address on all the women present at the Forum in Manila to have the Executive Director of the National Commission on the Role of Filipino Women present and to witness her deep excitement, as she not only participated in the day, but enabled it to be the impacting event that it was. The Program Director of that same Commission took on as her task the complete setting up of the Forum in Cabu and was able to in-kind everything needed for the day. In the village of Kwangyung Il, Korea, 160 women showed up for the Women's Forum, when only 40 were expected. The real impact of the day was felt following the Forum, when work in the village accelerated in preparation for the World's Fair for the Human Development Projects.

"The star is shining, that is, I am shining.
The star and I are one and the same"

global women's forum

RECRUITMENT PITCH AND PRESENTATION BOOKLET

Summer 1977

INFORMAL INTRODUCTION

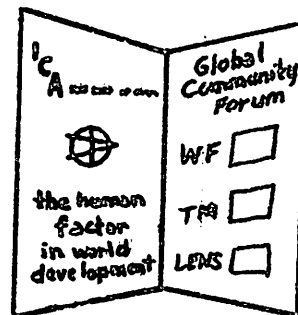
1. Name and where from
2. Purpose of visit
 - o acquaint you with new program for women
 - o ask you how to launch program and funding

PITCH

I.C.A. STORY

1. Are you familiar with work of I.C.A.?
2. Quick history:
 - o Research, training, and demonstration group concerned with the human factor in world development.
 - o Not-for-profit tax exempt corporation chartered by the state of Illinois-- over one hundred offices in major urban centers around the world--28 nations.
 - o Programs: GCF (WF, TM, LENS)
GSD
GSM (Academy)

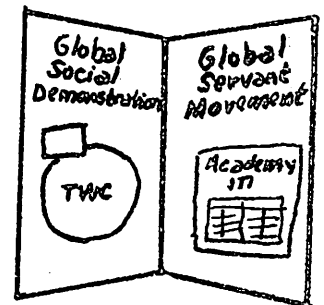
PRESENTATION BOOKLET



1

I.C.A.
heading
logo

GCF
WF, TM
LENS



2

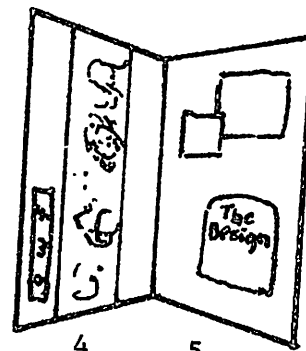
GSD

3

GSM
Academy

WHAT

1. One day event--go over program
2. Encourages total participation in communities and nations.
3. Acknowledges recent shifts occurring in lives of women.
4. Enables meaningful engagement in world development.



4

5

montage

program
photos

global women's forum

RECRUITMENT PITCH AND PRESENTATION BOOKLET cont.

Summer '77

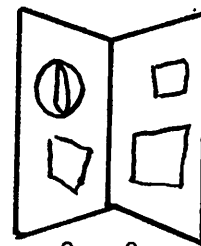
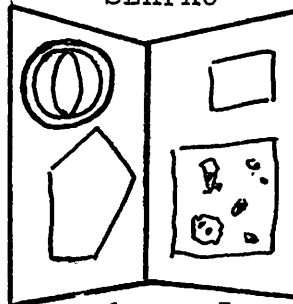
PITCH

PRESENTATION BOOKLET

WHERE

1. Four continents
2. Fourteen countries
3. Fifty cities
4. Fifteen villages

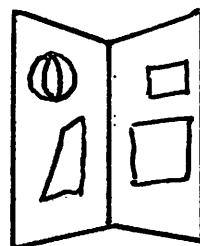
Example:
SEAPAC



8 9

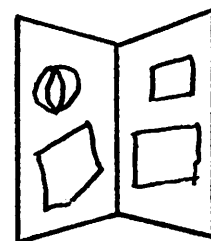
India

3 picture map with
montage, locations
grid of marked,
continent photo



10 11

Europe

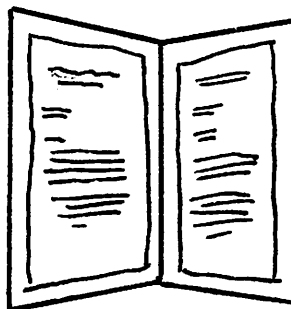


12 13

North America

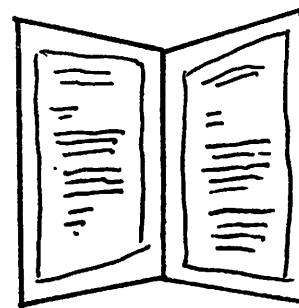
WHO

1. Business and professional women.
2. Religious groups.
3. Service groups.
4. Women of all nationalities and backgrounds



14 15

Civic Assembly
of Women of the
Phillippines (2)
Girl Scouts



16 17

YWCA Catholic
Women's
League

AUTHORIZATION LETTERS

global women's forum

RECRUITMENT PITCH AND PRESENTATION BOOKLET

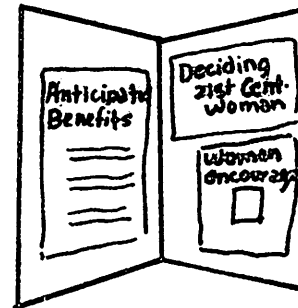
Summer '77

PITCH

PRESENTATION BOOKLET

WHY

1. Awakened to a global perspective
2. Experience a new collegiality
3. Explore methods for awakening and engagement
4. Strengthen bonds of support between the advantaged



18

19

participants
quotes (page
from brochure

news articles:
International
Herald Trib.,
South China
Morning Post

DIALOGUE

1. Need to ask your assistance in getting this underway.
2. Funding: • long range plans
 • immediate needs
3. Gifts of your organization
4. Other groups or individuals

CLOSING

1. Next steps
2. Thank you for your help
3. Give brochure

SEND A LETTER AFTER EACH CALL



CATHOLIC WOMEN'S LEAGUE
VICARIATE OF STA. RITA 1
Quezon City

President

June 8, 1977

Sis. NATY F. ABAD
Proj. 8 Tel. 99-66-66

Dear Doris, Marie & Belly,

1st Vice President

Sis. ROSARIO S. DIAMANTE
Proj. 6 Tel. 98-48-96

Thank you for your letter enclosing the "brief" prepared by our group. It recalls pleasant memories, and more, self-awareness that we of the supposed "weaker sex" can really do something towards making the world a paradise when possible.

2nd Vice President

Sis. BARBARA CASES
Proj. 7, Dangay St.

I was deeply impressed by probated convictions that a woman could assume a multi-role as a faithful wife, a doting mother, statewoman or politician, rolled into one where need arise, not only to serve personal or family purposes, but to service people and mankind universal in scope.

Secretary

Sis. IDA P. PATAJO

What your groups is doing is a novel, monumental task. It makes women in all walks of life, conscious and comprehensively well appraised of what other women are doing to get themselves involved, professionally, or otherwise, in the field of education, socio-economics, cultural and political endeavors.

Treasurer

Sis. HIGINIA E. LLANTADA
13 Vigan Rd., Philam
Tel. 99-53-54

Mine is a feeling of exuberation to be counted one among your legion. Certainly, with the good work you are doing, more women will contribute their time, talent, effort and expertise in laudable projects and programs that will rake in constructive developments, not only rural in coverage but worldwide, and which will ultimately bring ~~more~~ prosperity, contentment understanding and peace to nations.

BOARD OF DIRECTORS:

LOURDES A. BORBON
Philam I, 21 East Lawin
Tel. 97-20-77

Again, thanks for your kind concern about my participation.

JUANITA PANIS
Philam II, DBP

LINA MANAHAN
Christ the King, Proj. 7
130 Anahaw Tel. 98-93-28

I shall look forward to our next meeting.

JULIE CALINAWAN
Rd. II, Proj. 6., Tel. 98-63-05
Our Lady of Mt. Carmel

God bless you and keep you all in perfect health.

LUISA ALVAREZ
San Pedro Bautista
San Francisco del Monte
15 Albay

FENNY MASCARIÑA
Our Lady of Hope, Pag-Asa I
Tel. 98-91-80

Sincerely yours,

LILIA B. BACULI
Our Lady of Perpetual Help
Proj. 8 Tel. 99-40-70

RAMONA DELOS ANGELES
Sto. Niño, Bago Bantay

FLOCER SIBAYAN
Our Lady of Hope, Pag-Asa II

JOSEFA PATTUGALAN
Pinyahan- Immaculate Heart
of Mary Parish
7-B Matipuno, Pinyahan, Q.C.

global women's forum

2043 Escaler
Santacruz, Manila

To: Doris Hahn
Marie Paul
Betty C. Pesek
The Institute of Cultural Affairs

My Reaction to the Global Women's Forum

Methodology:- is in effect quite striking and unique in the sense that there were no outside speakers. It was understandable, however, that there is no better panel who could orient the participants than those who are a part of the staff.

Objectives:- Very much concerned with the full integration of women in the total development of the global human through commitment and involvement. The objectives, however, were at the beginning too general until after the small group discussions came about.

Participation:- Excellent participation given to the workshopers which kept them in their toes. The group work was challenging and exciting. It brought about spontaneous reaction and the spirit of team work.

Implications and Highlights:-

1. challenge to the women today is for an increased lucidity of the role they have to play in value judgement
2. fundamental concern of the new human as we effect the reconstruction of society in our values which are being questioned
3. every citizen must, therefore, contribute his share to community development
4. seminar workshops aimed at training leaders are, therefore, important in the reach-out process
5. Men and Women have their own roles in the performance of their duties
6. Women should maximize whatever potentialities they are endowed with, but not to the extend of usurping them
7. the human right to live and to improve the quality of life and to give justice to all.

I enjoyed the one-day workshop despite the fact that I have participated in many workshops before, this was due to innovative features involved in the process.

I discussed the workshop with some of my friends and recommended that they, too, get involved. It would be interesting and fruitful, I suppose to participate in more similar workshops.

To the organisers and staff, I say, work well done, go ahead, continue your mission until citizens of countries become global citizens, until women's potentials have been totally developed and integrated in the national development. More power to you.

Herminia Ancheta
Group III

Young Women's Christian Association
of the Philippines



880 United Nations Avenue, Manila

Cable Address: "Emissarius Manila"

Tels. 50-19-26 & 59-96-58

May 26, 1977

The Institute of Cultural Affairs
4750 N. Sheredan Road
Chicago, Illinois 60640
U S A

Attention: Doris Hahn

Dear Doris:

Thank you very much for your letter and the enclosed story.

That was a great opportunity for women representing different organizations to have gathered in the forum. It put their visions and challenges together through the new approaches we applied.

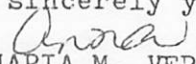
It gave life to thoughts and ideas which enabled women to be more excited with whatever endeavor they may be - as a housewife, a lawyer, a social worker, teacher or student. It made us realize the value of team work; considering it not only as a process but as a harmony of different people doing different roles, like an orchestra. The workshops have given us all these opportunities to come together and put ourselves together and produced a common results to be claimed by everyone as OUR work.

We do hope that this same style of work - the TEAM approach be more applied in achieving common goals to meet common demands.

I have done an echo forum with my fellow staff members here in the YWCA of the Philippines. This added to our knowledge and skills in conducting various programs meeting different needs and interests of women and girls in our country.

We look forward to your coming to this country again.

Very sincerely yours,


ANA MARIA M. VERIA
Program Development Officer

Member: Community Chest Foundation of Metropolitan Manila
Civic Assembly of Women of the Philippines

global women's forum

UNIVERSITY OF THE SACRED HEART
HIROO,
TOKYO, JAPAN

June 22, 1977

Dear Mrs. Cole,

I would like to take this time to tell you how pleased I was to attend the Global Women's Forum held in Kobe last May. I enjoyed the day very much and benefited so much by discussing social issues with other women.

I hope you will be having more Global Woman's Forums in Japan since, I feel, it is so timely. The U.N. International Woman's Year brought an awareness of the great potential and resource that women are in this nation. The Global Women's Forum allows a group to discuss the implications of such awareness and therefore objectifies it.

Global Women's Forum is particularly valuable here, since it is an international program. Forums which allow us to look at social issues in an international context are most needed here. Please keep me posted regarding your future schedules.

Sincerely,

Setuko Miyoshi Ph.D.

Setuko Miyoshi, Ph. D.

University of the Sacred Heart

Women encouraged to stick together

In most places in the world where women want equal rights under the law, it is the women themselves who finally defeat that possibility.

This was stated yesterday by a member of the international Institute of Cultural Affairs (ICA), Mrs Mary Warren Moffett, who conducted a Forum of Women at the Furama Hotel.

If women work together, Mrs Moffett said, they could accomplish anything. Women have discovered that there is indeed a sisterhood to which they all belong, but if they want to improve their place in society they need each other to do it.

"It is time for women to work together and support one another," she said. "Too often if a woman is doing a good job, other women complain and criticise her.

"The only way we can work things out is to work them out together."

Mr Moffett said that all her life she has been looking for comfort from men - "but when I want or need courage I get it from the women in my life. If they just look me in the eye, say nothing, but show me with their eyes that I can do it, I can do almost anything.

"If I fall down in what I am trying to do, it is the women



Mrs Moffett

who can get me back on my feet, not the men. That is why I so desperately want the support of the women who know me," she said.

Mrs Moffett said the women of today have just one lifetime to demonstrate that they think the women of tomorrow would be.

If today's women do not make themselves into living demonstrations of the capabilities of women then "our grand-daughters will not know anymore about being a woman than we do."

She stressed the importance of partnership between a man and a woman in what she calls "creative tension."

"As hard as I think it is to be a woman in the world today, I believe it is harder to be a man," she said.

"They are doing what men have always done and at the same time are being forced to do things they never thought of doing as men."

Speaking of the enormous inherent power of women she said it is important for women to know they have this power and to use it most carefully.

Women could destroy or create, but, she added: "I have no desire to see the women of the world create the future. I want to be a woman who creates the future in partnership with the men of the world."

Mrs Moffett and Mrs Ellen Rebstock, both from the head office of ICA in Chicago, are on an Asian tour visiting Korea, Japan, Singapore, India and Hongkong.

About 35 women attended yesterday's forum and took part in workshop discussions.

Last Sunday Mrs Moffett and Mrs Rebstock conducted a forum in a village in the New Territories where, with the help of interpreters, they discussed problems affecting the status of women and their new roles in society, with the wives of farmers and fishermen.

"If ever the world sees a time when women shall come together purely and simply for the benefit and good of mankind, it will be a power such as the world has never known."

Matthew Arnold

global women's forum

INTERNATIONAL HERALD TRIBUNE, TUESDAY, MAY 3, 1977

A Forum in Paris

Deciding Upon the 21st-Century Woman

By Betty Freudenheim

PARIS (IHT).—There are less than 23 years left to prepare for the 21st-century woman. "What can we do to meet the challenge?" asked Phyllis Wilson, coordinator of a program on the Woman of The Future held in Paris. "Women today are questioning their identities and their involvement in these radically changing times. Our grandmothers knew their roles and future generations of women will know theirs. We are lucky to live at this moment when so many decisions must be made."

The program was sponsored by the Chicago-based Institute of Cultural Affairs, which has organized 60 Global Women's Forums to be held in Europe, the Middle East, India, Asia and North America this spring. In India alone their schedule includes Bombay plus 11 villages across the country.

The problems of the American women living in Paris who attended this forum are a far cry from those of the Third World woman who walks six miles a day to get water for her family, and then is not sure that it is clean. The forum attempts to get each group to recognize its own problems and then aids them in seeking the solutions.

Within Community

Several of the American women expressed their frustrations within the Franco-American community. "How do we convince our husband's huge multinational company to respect us as individuals and not think of us as just the wife of their employee?" Another worried about how to get her children's feet back in the mud again. "It's not easy to maintain realistic life-styles when the kids go off for a week of skiing in Switzerland or a weekend at a friend's castle."

Women who had held responsible positions in the United States before their husbands' transfer to Paris felt very frustrated. Foreigners from outside the European Economic Community find it difficult to get work

permits now. Since they cannot vote here, politics are also closed to them. Volunteer jobs, that old standby of the suburban American housewife, are limited to work in American organizations: the American Church, School and Hospital.

"Once we have passed the first barrier, the language, we would like to become active in the community. We could share our nutritional know-how," said Joan Carney. "We could show the French where America went wrong: that more and more skyscrapers do not necessarily represent progress."

Suzanne Parker of the Paris office of the institute invited the participants to join in a program of self-help sessions to be held in villages throughout France. "Our concern is to see how a grass-roots movement can act without depending on the government. Towns become discouraged when everything has to come from Paris."

The Institute of Cultural Affairs is a nonprofit organization, funded through governments, foundations, corporations and interested individuals. From its start with a black ghetto neighborhood in Chicago 20 years ago, it now has 24 demonstration communities operating around the globe. The institute's aim is always to help others to help themselves, not to dictate solutions.

At a five-day conference they sponsored in Maliwada, India, Buddhists, Hindus, Untouchables and Christians got together for the first time to discuss their collective local problems in a Buddhist temple. At first the women hesitated to join in, but soon they too became active.

In Egypt, the construction of the Aswan Dam controlled the flooding waters of the Nile but it also helped the spread of a parasite snail which causes internal bleeding. The snail had formerly been killed off seasonally by the high waters.

When the institute's forum in the town of El Bayad focused on the fact that increasingly large numbers of the population were stricken, they brought in a

diviner and well-digger. Clean water was found only 75 feet down and for the first time in years no one there is bleeding to death. In this program, women were not allowed to participate at first, but they soon insisted on playing an important role.

At one forum, a South African woman said that she had decided that it is more important to work for the rights of human beings than the rights of women. "I have to ask myself how do I go around that stone wall or do I try to go right through it?"

Kathleen St. Clair, who flew in from Chicago to conduct the sessions in Paris, said women must decide what they want to do with their time. Participants cited the new active roles of women in Europe: the rape trial in Italy, the abortion law in France and the peace movement in Ireland.

"The discussions among participants in our Berlin session were very similar to those here in Paris," said Mrs. St. Clair. "We do not expect that Holland will be different, but I am looking forward to a real challenge in India."

Discussion leaders use the same techniques in all countries (sometimes with the aid of an interpreter): provocative key phrases, small work sessions, discussions of admired women in history and the contemporary world. Inspiration was found in such diverse personalities as Cleopatra, Elizabeth I, Rose Kennedy and "my grandmother." Each session tries to uncover five basic problems within the community and the concrete ways in which they can move forward to solve them.

"Everybody knows what their problems are, we are just trying to get them together to work as a group on solutions," said Mrs. St. Clair. In July, representatives will meet in Chicago to review the results of the forums.

*Institute of Cultural Affairs:
4 Rue Roquepine, 75008 Paris;
European headquarters: 77 Rue
Berckmans, 1060 Brussels.*

global women's forum

STRATEGIES FOR MARKETING

The key to marketing Global Women's Forum is to remember that we are not "selling" the forum, we are selling the kind of woman who emerges from the forum, the kind of woman for whom the "buyer" has respect.

TARGETED CLUSTERS	GROUP EXAMPLE	WHAT THEY WILL BUY	WOMEN WE WANT TO REACH	STATEMENT OF STRATEGIC INTENT
ADULT EDUCATION PROMOTERS	Continuing Education Program A.A.U.E. YMCA/YWCA	Global Faculty Tested Product Promotes Continuing Education	Continuing Education	In order to gain the community's acceptance and credibility, hold and to reach the woman who seek education advancement and a GWF in conjunction with a University or continuing education program, i.e. The University of Chicago in conjunction with the ICA.
BUSINESS AND PROFESSIONAL WOMEN	E.E.O. Zonta International Lawyers Unions for Professional Women	Women on the "cutting edge" Comprehensive engagement Practical methods	Women engaged in various roles	To recruit future GWF's, identify and recruit business and progress and to reach women who are potential advocates, staff and sponsors.
CORPORATIONS	Airlines Banks Cosmetic Companies Clothing Corporations	More competent and self-confident staff. Training for their E.E.O. staff Advertising for their products	"Image" conscious women professional women Wives of Businessmen	To reach working women and gain access to corporations' financial resources and network contacts, hold "in-house" within corporations.
SERVICE ORGANISATIONS	League of Women Voters Rotary International Federated Women Kiwanis Women's Clubs	Practical Methods Global Perspective	Community-minded women	To missionally engage the service clubs and to acquire teaching staff and advocates, assist service organisations to sponsor GWF's as a service to their communities.
RELIGIOUS BODIES	B'Nai B'rith Muslim League Church Women United Local Churches Religious Orders	Renewed Meaning to Their Engagement Acting On World Concerns	Family Oriented Women Concerned women Mission Oriented women	To refocus the engagement of committed women to the global priorities as manifested in their community, assist a religious body to hold a GWF for themselves and their community.
FEMALE ADVOCATES	Key Individuals Women's Movement Government Administration Prestigious Women	Corporate Power Female Recognition Awareness of Power for the Grassroot Women	Women who see themselves as agents of change	To enlarge the context out of which they are engaged in particular reforms on behalf of women and to identify general staff and programs advocates, invite female advocates to GWFs.
SMALL COMMUNITY CLUBS	Ladies Aid Homemakers Newcomers Local Women's Club	Awakenment The Trend Not Women's Liberation	Mrs. America Homemakers	To awaken "local women" as a first step toward a contexted engagement, recruit the membership of small community women's clubs to GWF.
YOUTH	4-H Teen Clubs	Significant Engagement	Youth	To demonstrate the value and gift of human diversity in the community, recruit youth, elders and members of ethnic groups to all GWF's. Every woman can invite her mother and daughter to the GWF.
ELDERS	Elders Centers	Engagement with other ages	Elderly Women	
ETHNIC	Ex-Patriot Clubs	Crossing Cultural Lines	Other Women/International	

global women's forum

Community _____

Date _____

Team _____

DAILY APPOINTMENTS

Qtr. _____ Wk. _____

Personal Data	Comments	Next Steps
Name _____ Address _____ Phone O: _____ H: _____ Bus/Org _____ Position _____ Appt. Time _____ Place _____ Purpose _____ _____		
Name _____ Address _____ Phone O: _____ H: _____ Bus/Org _____ Position _____ Appt. Time _____ Place _____ Purpose _____ _____		
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global women's forum

BUDGET GUIDES

Local Global Women's Forum Financing

The Global Women's Forum is a self-supporting program of the Institute of Cultural Affairs. The course is intended for every woman regardless of her education or economic condition and is offered in cities and villages around the world. The charge for each forum covers the ICA expenses incurred in coordinating and marketing the program, training consultants, conducting course research and evaluation, and providing materials and transportation. In order for the ICA to continue to offer this program around the world, the Global Women's Forum must remain a self-supporting program. This can be insured only if every local sponsor pays the ICA fee in full.

Local Costs

The total cost of holding a Global Women's Forum includes local expenses for program marketing and forum staging in addition to the ICA program charge. In calculating the local marketing costs, the local coordinator needs to be aware that these costs include the expenses of scheduling the forum, locating sponsoring organizations, gaining local authorization, and publicizing the forum, i.e., all the activities associated with setting up a forum. Thus, you might have expenses for local travel, phone, postage, posters, paper, a presentation book, etc. Forum staging includes the expenses of providing a facility, food and decor for the forum, and such incidentals as name tags and masking tape. The local sponsors who incur these expenses can choose to keep them at a minimum by identifying expenditures essential to holding a good forum and by inking large cost items.

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Calculating Cost Per Participant

The cost allocated to each participant as a charge for the program depends on the number of participants and the local costs. The more participants in a forum, the lower the per-person cost. The overall cost of the forum is lower if the facilities, food, and supplies are donated. The cost per person does not effect the ICA fee, which is constant. Below is a formula for calculating the cost per participant:

$$\frac{\text{total cost (ICA fee + local costs)}}{\text{estimated \# of participants}} \quad \text{charge to each participant}$$

For financial purposes, it is best to estimate a lower number of participants than you believe will actually attend. Also, experience has indicated that 95% of the women who register in advance and pay a portion of the participant fee will in fact attend the forum.

Alternative Means Of Financing GWF

If the participant fees will not cover the forum costs, there are several ways of raising revenues. Hotels and supply companies are often willing to donate facilities, food, and consumable supplies. Scholarship schemes can attract money if they have an accompanying story such as women enabling women. It is also possible to create local development teams of women who have taken the forum and are willing to solicit funds from organizations and industry. Another possibility is for women to utilize their handicraft skills to make products for sale to support the forum.

"I will never again be afraid to speak
at a public meeting."

Maliwada, GWF Participant

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THE GWF IMAGE

It was about 9 a.m. when I arrived in the lobby of the hotel for the Global Women's Forum. Signs directed me to the ballroom where I registered for the Forum and was greeted by the hostess. As I pinned on my name tag, I was introduced to several other women who were standing there drinking coffee. I noticed that the flowers on the coffee table carried out a theme along with those on the registration desk and at the head of the seminar tables. The background music did not intrude as we talked and met new arrivals.

We finished our coffee and roll around 9:30 and moved to the tables set for the seminar. The area was elegant but simple with colorful programs and packets at each place. I began to anticipate an exciting day ahead as I leafed through my packet and saw the materials including pencil and paper.

When we adjourned for lunch, I was surprised to realise that three hours had passed. Our conversation in the adjoining room was lively as we discussed the talk and morning workshop. The tables were set for a light, leisurely lunch by waiters, who worked quickly while we were out of the room. After lunch, while we freshened up, the room was cleared in preparation for the afternoon. Coffee and soft drinks appeared at mid-afternoon with as little interruption as the lunch preparation had been. Now that I think about it, the whole day was like that. All that we needed throughout the day was there at our fingertips so that we could participate fully in the Global Women's Forum.

PREPARATION	✓	THE DAY	✓	FOLLOW - UP	✓
1. Recruitment plan: Authorization Publicity Invitations 2. Funding plan: In kind for the facility and food for the lunch, etc. 3. Staff: Transportation Housing 4. Assignments: Hostess Registrar		1. Decor: Flowers, pictures, Social Process tri- angle, translated, (if necessary) music 2. Materials Pencils, paper, chalk, eraser, blackboard, masking tape, marking pens, butcher paper, 3. Registration table: name tags, pins and refreshments 4. Handouts: ICA materials for packets		1. Evaluation 2. Follow-up forms 3. Thank you letters 4. Future forums and training dates confirmed	

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A sample invitation.

<p><i>global women's forum</i></p>	F O L D H E R E	
----- FOLD -----		----- HERE -----
<p>THE GLOBAL WOMEN'S FORUM is designed to bring together the women of the Chicago Metropolitan Area to explore and reflect on their unique contributions to family, community and society.</p> <p>The Forum gives focus for understanding the trends today and the arenas of critical need and involvement.</p> <p>It demonstrates social methods that equip women to utilize their skills and experience to act out their compassion for a more human future.</p> <p>The Institute of Cultural Affairs is an intra-global research, training and demonstration group concerned with the human factor in world development. The ICA, a not-for-profit organization, serves twenty-three nations. Your donation is tax deductible.</p>	<p>You are cordially invited to attend the</p> <p>GLOBAL WOMEN'S FORUM</p> <p>Presented by The Institute of Cultural Affairs</p> <p>Saturday-June 18, 1977 9:00 A.M. - 5:00 P.M.</p> <p>at the ORRINGTON HOTEL 1710 Orrington Evanston</p> <p>Donation: \$35.00</p> <p>RSVP ICA: 722-2364</p>	

A sample registration form.

global women's forum

Location..... Date.....

NAME.....

ADDRESS.....

.....

TELEPHONE NUMBER.....

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Two copies of the following forms are to be pulled together at the end of each forum for the use of House and Chicago

I. Record of Participants :

11"

Location :		Forum No:		
Consultants:		Date:		
NAME	Phase	ADDRESS	PHONE	RELATIONSHIPS

8 1/4"

II. Prospects : (Type up all the prospects suggested at the end of the Forum)

11"

Location :		Forum No:		
Consultants:		Date:		
NAME	ADDRESS	PHONE	REFERRAL	

8 1/4"

III. Preforum Contacts : (include development, authorization and sponsorship contacts):

11"

Location :		Forum No:	
Consultants :		Date :	
CONTACT	TEAM WHO VISITED	REQUEST	RESPONSE

8 1/4"

"The full and complete development of a country,
the welfare of the world, and the cause of peace
require the maximum participation of women as
well as men in all fields."

Preamble to the Declaration on
the Elimination of Discrimination
against Women, 7 November 1967



ICA THE INSTITUTE OF CULTURAL AFFAIRS is an intra-global research, training and demonstration group concerned with the human factor in world development. The ICA, a not-for-profit organization, serves twenty-three nations. Among the programs offered around the world are one day community forums called Town Meeting, community reformulation in twenty-four locations entitled Human Development Projects, and specialized consultations and seminars. These programs are funded through government agencies, foundations, corporations, and concerned individuals.



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tel. 567728

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Bombay, India 400001
tel. 37-3741

357 Bukit Timah Road
Singapore 10, Singapore
tel. 252-9009

16 Kimberley Road, B-4A
Kowloon, Hong Kong
tel. 3-677-695

4750 Sheridan Road
Chicago, IL, USA 60640
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